

## CLAIMS

Therefore, having thus described the invention, at least the following is claimed:

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- 1 1. A method in a subscriber television system (STS), the method comprising the steps  
2 of:  
3         providing a plurality of media content instances to be displayed to a  
4                 subscriber;  
5         providing at least one trigger synchronized with a first media content instance  
6                 of the plurality of media content instances; and  
7         enabling at least one content restriction responsive to a reception of the at  
8                 least one trigger.
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- 1 2. The method of claim 1, wherein the at least one content restriction requires a second  
2 media content instance of the plurality of media content instances to be displayed for  
3 a time period.
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- 1 3. The method of claim 2, wherein the time period is equal to the length of display of the  
2 first media content instance of the plurality of media content instances, and wherein  
3 the second media content instance of the plurality of media content instances is  
4 displayed simultaneously with the first media content instance of the plurality of  
5 media content instances.
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- 1 4. The method of claim 1, wherein the at least one content restriction requires a second  
2 media content instance of the plurality of media content instances to be excluded  
3 from display for a time period.
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- 1 5. The method of claim 4, wherein the time period is equal to the length of the display of  
2 the first media content instance of the plurality of media content instances, and  
3 wherein the second media content instance of the plurality of media content instances  
4 is excluded from display during the display of the first media content instance of the  
5 plurality of media content instances.

1       6. The method of claim 1, further comprising the step of:  
2               implementing the at least one content restriction to be a hierarchy of at least  
3                       one inclusive content restriction and at least one exclusive content  
4                       restriction;  
5               enabling the at least one inclusive content restriction to require the display, if  
6                       available, of a second media content instance of the plurality of media  
7                       content instances designated by the at least one inclusive content  
8                       restriction; and  
9               enabling the at least one exclusive content restriction if the second media  
10                       content instance of the plurality of media content instances is not  
11                       available, the at least one exclusive content restriction allowing the  
12                       display of any of the plurality of media content instances not excluded  
13                       by the exclusive content restriction.

1       7. The method of claim 1, wherein the at least one trigger includes the at least one  
2               content restriction.

1       8. The method of claim 1, wherein the at least one trigger comprises information  
2               indicating the location of at least one media content instance needed to satisfy the at  
3                       least one content restriction.

1       9. The method of claim 1, wherein the at least one trigger comprises at least one media  
2                       content instance needed to satisfy the at least one content restriction.

1       10. A method in a subscriber television system (STS), the method comprising the steps  
2               of:

3               providing a plurality of media content instances to be displayed to a subscriber  
4                       by a client device;  
5               providing at least one trigger synchronized with a first media content instance  
6                       of the plurality of media content instances, the at least one trigger  
7                       comprising at least one unique identifier;

enabling at least one content control module in the client device, the at least one content control module comprising a database of a plurality of values for a plurality of the at least one unique identifier, the plurality of values being individually matched with a corresponding content restriction;

receiving the at least one trigger at the client device;

interpreting a value of the at least one trigger by the content control module;

and

enabling the content control module to reference the database with the value and determine at least one enabled content restriction.

- 1 11. The method of claim 10, wherein the client device displays a screen display  
2 comprising an application interface, an advertisement banner, and a video stream, the  
3 video stream displaying a first media content instance of the plurality of media  
4 content instances, the first media content instance of the plurality of media content  
5 instances being a commercial.
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1 12. The method of claim 11, wherein the enabled content restriction is an inclusive  
2 content restriction, the inclusive content restriction requiring the display of a second  
3 media content instance of the plurality of media content instances in the  
4 advertisement banner.
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1 13. The method of claim 12, wherein the second media content instance of the plurality  
2 of media content instances is associated with a funding entity of the commercial.
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1 14. The method of claim 11, wherein the enabled content restriction is an exclusive  
2 content restriction, the exclusive content restriction allowing the display of any of the  
3 plurality of media content instances in the advertisement banner not excluded by the  
4 content restriction.

- 1 15. The method of claim 14, wherein at least one of the plurality of media content  
2 instances excluded by the exclusive content restriction is media content associated  
3 with a competitor of a funding entity of the commercial.
- 1 16. The method of claim 11, wherein the enabled content restriction is an  
2 inclusive/exclusive combination content restriction, and wherein the  
3 inclusive/exclusive combination content restriction requires the display of a second  
4 media content instance of the plurality of media content instances in the  
5 advertisement banner if available, the second media content instance of the plurality  
6 of media content instances being associated with a funding entity of the commercial,  
7 if the second of the media content is not available, then the inclusive/exclusive  
8 combination content restriction requires the display of a third of the plurality of media  
9 content instances in the advertisement banner, the third of the plurality of media  
10 content instances being any media content not associated with a competitor of a  
11 funding entity of the commercial.
- 1 17. A method in a subscriber television system (STS), the method comprising the steps  
2 of:  
3       inserting, within an available insertion area in at least one transport stream, at  
4       least one trigger having at least one content restriction; and  
5       distributing the at least one transport stream with the at least one trigger to a  
6       plurality of client devices.
- 1 18. The method of claim 17, wherein the at least one content restriction is an inclusive  
2 content restriction requiring the insertion of at least one designated media content  
3 instance, and wherein the designated media content instance is inserted into the  
4 available insertion area in the at least one transport stream.

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1 19. The method of claim 18, wherein the at least one designated media content instance is  
2 a local commercial.

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1 20. The method of claim 17, wherein the at least one content restriction is an exclusive  
2 content restriction requiring the exclusion of at least one designated media content  
3 instance.

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1 21. A method in a subscriber television system (STS), the method comprising the steps  
2 of:

3 providing a plurality of media content instances to be displayed to a  
4 subscriber, a first media content instance of the plurality of media  
5 content instances being a video stream and a second media content  
6 instance of the plurality of media content instances being an  
7 advertisement;

8 providing at least one trigger synchronized with a priority event in the video  
9 stream; and

10 enabling the advertisement to be displayed simultaneously with the priority  
11 event in the video stream.

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1 22. The method of claim 21, wherein the advertisement is selectable by the subscriber.

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1 23. The method of claim 21, wherein the advertisement is an image of a scene item, and  
2 wherein the priority event is a scene displayed in the video stream where the scene  
3 item is represented.

1 24. A system in a subscriber television system (STS), the system comprising:  
2 a memory for storing logic;  
3 a processor for executing the logic stored in memory;  
4 logic configured to provide a plurality of media content instances to be  
5 displayed to a subscriber;  
6 logic configured to provide at least one trigger synchronized with a first media  
7 content instance of the plurality of media content instances; and  
8 logic configured to enable at least one content restriction responsive to a  
9 reception of the at least one trigger.

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1 25. The system of claim 24, wherein the least one content restriction requires a second  
2 media content instance of the plurality of media content instances to be displayed for  
3 a time period.

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1 26. The system of claim 25, wherein the time period is equal to the length of the display  
2 of the first media content instance of the plurality of media content instances, and  
3 wherein the second media content instance of the plurality of media content instances  
4 is displayed simultaneously with the first media content instance of the plurality of  
5 media content instances.

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1 27. The system of claim 24, wherein the least one content restriction requires a second  
2 media content instance of the plurality of media content instances to be excluded  
3 from display for a time period.

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1 28. The system of claim 27, wherein the time period is equal to the length of the display  
2 of the first media content instance of the plurality of media content instances, and  
3 wherein the second media content instance of the plurality of media content instances  
4 is excluded from display during the display of the first media content instance of the  
5 plurality of media content instances.

1 29. The system of claim 24, wherein the trigger comprises the at least one content  
2 restriction.

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1 30. The system of claim 24, wherein the trigger comprises at least one media content  
2 needed to satisfy the at least one content restriction.

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1 31. A system in a subscriber television system (STS) client device, the system  
2 comprising:

3 a memory for storing logic in the STS client device;  
4 a processor for executing the logic stored in memory in the STS client device;  
5 logic configured to provide a plurality of media content instances to be  
6 displayed to a subscriber;  
7 logic configured to provide at least one trigger synchronized with a first media  
8 content instance of the plurality of media content instances; and  
9 logic configured to enable at least one content restriction responsive to a  
10 reception of the at least one trigger.

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1 32. The system of claim 31, wherein the least one content restriction requires a second  
2 media content instance of the plurality of media content instances to be displayed for  
3 a time period.

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1 33. The system of claim 32, wherein the time period is equal to the length of the display  
2 of the first media content instance of the plurality of media content instances, and  
3 wherein the second media content instance of the plurality of media content instances  
4 is displayed simultaneously with the first media content instance of the plurality of  
5 media content instances.

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1 34. A system in a subscriber television system (STS) headend device, the system  
2 comprising:  
3                   a memory for storing logic in the STS headend device;  
4                   a processor for executing the logic stored in memory in the STS headend  
5                   device;  
6                   logic configured to provide a plurality of media content instances to be  
7                   displayed to a subscriber;  
8                   logic configured to provide at least one trigger synchronized with a first media  
9                   content instance of the plurality of media content instances; and  
10                  logic configured to enable at least one content restriction responsive to a  
11                  reception of the at least one trigger.

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1 35. The system of claim 34, wherein the least one content restriction requires a second  
2 media content instance of the plurality of media content instances to be displayed for  
3 a time period.

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1 36. The system of claim 35, wherein the time period is equal to the length of the display  
2 of the first media content instance of the plurality of media content instances, and  
3 wherein the second media content instance of the plurality of media content instances  
4 is displayed simultaneously with the first media content instance of the plurality of  
5 media content instances.

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1 37. A system in a subscriber television system (STS) headend, the system comprising:  
2       a memory for storing logic in the STS headend;  
3       a processor for executing the logic stored in memory in the STS headend;  
4       logic configured to allow the STS headend to receive and distribute at least  
5               one transport stream to a plurality of client devices, the STS headend  
6               comprising an administrative content control module; and  
7       logic configured to enable at least one trigger to be synchronized with an  
8               available insertion area in the transport stream, the at least one trigger  
9               comprising at least one content restriction.

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1 38. The system of claim 37, wherein the at least one content restriction is an inclusive  
2       content restriction requiring the insertion of at least one designated media content,  
3       and wherein the administrative content control module allows the insertion of the  
4       least one designated media content into the available insertion area in the transport  
5       stream.